

Delivery Media Selection Matrix

	Class-room	Video Tape	Print	CBT	WBT	Audio Conf.	Video Conf.	BT/LDL	Computer Conf.	EPSS	Knowledge Mgt. System
Content											
Task must be performed without the use of support resources	+			+	+						
Task requires instantaneous recall of information										+	
Objectives require the development of new knowledge		+	+	+	+	+			+	-	-
Objectives require the development of new physical skills	+		-	-	-	-			-	-	-
Objectives require the development of new intellectual skills			+	+	+	+			+		
Objectives require the development of attitudes/values	+	+					+	+		-	-
Content is visual nature		+	+	+	+	-	+	+			
Content is interpersonal nature	+	+	-			+	+	-			
Consistency of the message is important to the effectiveness	-	+	+	+	+			+		+	+
Organizational Focus											
Organization is aggressive,"cutting-edge",or technology-focused	-		-	+	+		+	+	+	+	+
Organization is more conservative or traditional	+		+	-	-	+		-			
Maintenance											
Subject matter must be updated or revised frequently in order to remain effective	-	-	-	-	+	+			+	+	+
Use of consumable materials(e.g.,handouts,individual workbooks,diskettes,etc.)should be	-	-	-	-	+	+		+	+	+	+

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minimized											
Implementation											
The life-span of the program is short(e.g.,introduction of a new product)			-	-	-	+	+	+	+		
The program is intended for ongoing delivery(I.e.,a new-hire program)			+	+	+	+	-		+	+	+
Appropriate infrastructure(I.e.,facilities,equipment)is available	+	+		+	+		+	+		+	+
Facilitators/trainres are available	+						+			+	
Costs											
Development costs are very limited		-		-	-	+	+	-	+	-	-
Intial implementation costs are very limited		+	-	+	+	+	-		+		
Ongoing implementation and maintenance costs are very limited			-	-		+			+	+	+
Return On Investment(ROI)payback period is very short				-	-	+	+	+	+	-	-
Audience											
Audience is computer literate				+	+				+	+	+
Audience has limited reading skills		+	-			+		+		-	-
Logistics											
Trainee can leave work to attend training	+						+	+			
Work environment supports on-site training(including self-study)		+	+	+	+	+			+	+	+
Audience size is large	-	+		+	+	-		+		+	+
Audience is dispersed over a wide geographic area	-	+		+	+	+	+	+	+	+	+